



Fact Sheet 2010

new generation marketing for emerging companies

The Essence of Who We Are

What We Do

We are a consulting group dedicated to helping emerging companies thrive by leveraging actionable intelligence and new generation marketing practices.

Advances in web-enabled marketing practices are now available and affordable for companies of all sizes - - allowing emerging companies to “act big” and effectively compete with their larger, deep-pocketed rivals...

...and that’s exactly where we can help



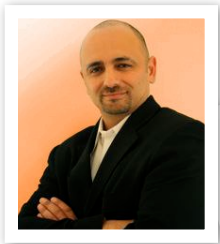
What We Offer

We’ve packaged our consulting services in five, easy-to-understand solutions designed from the ground up to meet the needs of emerging companies with a thirst for explosive growth (details at www.emorfie.com):

- marketscape
- analytics
- marketing plan
- demand generation
- outsourcing



The Team



Nick



Sanjay



Andrew



Jean

We are a small team of experienced marketers and strategic planners with over 70 years of combined management and marketing experience in businesses of all sizes. Our mission is to bring to bear our rich knowledge and expertise to help emerging companies thrive and win.



[Nick Panayi - Founder](#)

[Andrew Chen - Consulting Partner](#)

[Sanjay Balasundaram - Consulting Partner](#)

[Jean Nassar - Strategic Advisor](#)

What Makes Us Different

emorfie is uniquely positioned to make planning discipline and new marketing practices digestible and affordable for emerging companies.

“Bite-sized” consulting for speed and affordability:

Unlike large, expensive consulting firms we focus exclusively on emerging firms and customize projects to match the need. Engagements can be as short as a handful of hours to ongoing monthly retainers. We are both the thinkers and the doers, and we personally see each project through.

Risk-free engagement:

We offer a gratis initial “discovery” service, with an opportunity assessment delivered to the customer before an SOW (Statement Of Work) is signed. This gives customers a risk-free way to engage with us and helps them make a decision to proceed without pressure.

Relationship continuity:

Our size allows us to focus on only a small set of customers and build deep, persistent relationships. Dealing with a consistent set of people gives clients relationship continuity and helps us understand their business and earn trusted advisor status over time.

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